

## FINAL REPORT

**Title:** An Assessment of Effective Strategies and Models That Promote Positive Messages **Towards Girls in Region IX**

**Project#:** RHA 97-9a

**Background:**

In 1996, Secretary Shalala launched Girl Power! at the Annual Meeting of the American Public Health Association, in New York. Girl Power! is a national public education campaign sponsored by the Department of Health and Human Services (DHHS) to help encourage and empower 9-14 year old girls to make the most of their lives. The first phase of the campaign focused on preventing alcohol, tobacco, and illicit drug use among girls. Subsequent phases will address related issues such as premature sexual activity, physical activity, nutrition, and mental health.

In response to the Secretary's Initiative, the Office on Women's Health (OWH) in Region IX began planning its regional Girl Power! Initiative. The first step of the planning process was to assess the types and scope of girl-oriented programs which currently exist within the region to determine what kind of support strategy would be implemented in the second step of the planning process. Toward this end, the Region IX OWH contracted with GJD Associates in September 1997 to:

1. Develop a methodology, using regional federal programs such as family planning, as well as private programs such as the United Way, to identify programs which promote positive messages towards girls ages 9-14 in Arizona, California, Nevada, and Hawaii;
2. Identify specific girl-oriented programs and obtain copies of each program's relevant documents, e.g., mission statement, program brochure, annual report, budget, etc.;
3. Develop an approved set of program indicators;
4. Analyze the program documents based on the approved indicators;
5. Prepare a regional directory of girl-oriented programs; and
6. Develop a final report of findings.

**Methodology:**

The following general categories of program activities were selected

to reflect the developmental stages girls need to experience during puberty in order to develop a sense of competence and positive self image -

**Culture and Heritage** - The ability to appreciate their own and others' heritage and culture and to enjoy the diversity in this society.

**Career and Life Planning** - The ability to pursue careers that will give them economic autonomy to survive as productive adult women and family members.

**Health and Sexuality** - The ability to take charge of and maintain a healthy and fit body and mind while functioning as a responsible sexual being.

**Leadership and Community Action** - The ability to make a positive contribution to their community, the nation and the world.

**Self-reliance and Life Skills** - The ability to conquer life's challenges today and in the future; the ability to effectively function independently and interdependently and to prepare for the future.

**Sports and Recreation** - The ability to compete and cooperate with confidence, take physical risks and master a range of physical skills.

The original design called for the development of an approved set of indicators, such as organization name, location, contact person, mission statement, population served, single or multi-focused program approach, length of operation, and cost/fee schedule. After many discussions with the Project Officer, it was determined that some indicators were not appropriate for inclusion in the final document. For example, contact person and cost/fee schedules were excluded since this information could change frequently. Length of operation was excluded because the overall focus was whether or not the service provided a positive message to girls. Therefore, the final indicators that were included in the study were organizational name, location, telephone and fax numbers, e-mail address, Internet address, and program description, when available.

Data were collected with several limitations. First, time and money limited the scope of this project. The project was limited to nine (9) months and with a total budget of \$10,000. As a result, the girl-oriented program information collected for the Resource Directory excludes the six (6) Pacific jurisdictions of Region IX. The directory consists of programs and services in Arizona, California, Hawaii, and Nevada. Other state and national programs were included in the directory if they met the research criteria. A concerted effort was made to research and include as many programs and services

within the stated time frame and given the financial limitations. Hence, there are 1700+ entries included in the resource directory.

The Project Officer determined that because it would cost more than the total budget for this study, it would not be desirable to try to obtain OMB clearance on a survey instrument. Consequently, there was no direct contact made to agency or program staff to obtain information either by telephone, mail, or face to face. As a result, all data were obtained via secondary data sources (agency brochures and annual reports, Internet and World Wide Web resources, news articles, etc.), and hence, must be considered a limitation to the study. By using secondary data, the reliability and extent of information is constrained by the agency's or program's published public sources.

To better define the approach, a building block method was employed to determine the areas of review. First a review was initiated for all programs that were geared toward girls. Next, programs were included that captured 9-14 year old girls. Then, programs in Region IX were examined, and finally, programs that promote positive images to girls were isolated and included.

An extensive search of services using the Internet and the World Wide Web (WWW) was employed to collect the data. In the main, two related analyses of organizations were performed. One analysis was a collection match analysis in which organizations were matched by sex. A second analysis of data were performed by subcategories and reviewed for gender specific goals. When available, the following indicators were collected for each organization, which passed the double analysis criteria: Organization Name, Address, Telephone and Fax Number, URL (website address), E-Mail, and Description of Program. Data were collected and stored in Microsoft Access 97 database. After collecting and entering program resources, data were manipulated by sub-categories and imported to Microsoft Word 97 for report generation.

A draft resource directory was developed and sent to the Project Officer for approval. The Project Officer distributed copies of the document to the women's health contact persons in Arizona, California, Hawaii, and Nevada for comments, suggestions, revisions, additions, etc. Also, copies were distributed to various public health program officials within the regional office as well as the public sector. Based on the comments received, the resource directory was revised to include additional categories of programs, e.g., tribal colleges, historically black colleges, etc. Rather than report data by states, a decision was made to report data by categories, so the information can be utilized in a more useful and meaningful way.

Results:

A resource guide, "The Region IX Resource Directory for Girls" was developed by the Contractor. This resource guide was compiled to assist the Region IX Office of Women's Health as well as state, county and community organizations to develop and/or collaborate with comprehensive programs and services which address the needs of girls, ages 9-14, who reside in Arizona, California, Hawaii, and Nevada. The directory includes a broad range of topical resources, which are accessible to professionals and consumers as well as regional, state, and local government agencies oriented toward girls.

Divided into sections, the resource directory is organized under the following headings: Career and Life Planning, Culture and Heritage, Health and Sexuality, Leadership and Community Action, Self-Reliance and Life Skills, and Sports and Recreation. Where available, listings include a description, mission statement, website address, physical address, telephone number, fax number, and e-mail address. Also included in the directory is a list of reading materials on building esteem and mentoring for girls. Additional information includes tips on how to negotiate the Internet and the World Wide Web (WWW) as well as an "800" number directory of resources for girls.

The following table displays each state in Region IX and the number of entries in each category. While there are 1700+ entries in the directory, only those entries that had state codes are included in the table. State codes were not available for Websites and toll free numbers entries.

**Figure 1**

**States by Categories**

Categories	AZ	CA	HI	NV
Career and Life Planning	3	10	1	
Culture and Heritage		11		
Health and Sexuality		87	6	4
Leadership and Community Action		76	11	6
Self-Reliance and Life Skills		39	6	3
Sports and Recreation		12	3	1
<b>Total</b>	<b>3</b>	<b>235</b>	<b>27</b>	<b>14</b>

### Findings:

- > The total number of entries for Region IX is 279.
- > California represents the largest (235) number of entries, more than ten times the entries of the other three states.
- > California represents 84% of all the state entries represented in Region IX, whereas Hawaii accounted for 10%, Nevada 5%, and Arizona 1%.
- > Arizona represents the lowest (3) number of entries.
- > California has the highest totals of all categories.
- > Arizona has all of their entries only in Career and Life Planning.
- > Only California has entries in the Culture and Heritage category.
- > Hawaii has 16% of its entries in Health and Sexuality. California represents more than 90% of those entries, whereas, Nevada only represents 4%.
- > Excluding California, Hawaii represents the largest portion (9.7% ) of entries for the three remaining states.
- > The Health and Sexuality category represents the largest number (35%) of entries with state codes, followed closely by Leadership and Community Action (34%).
- ...
- > Self Reliance and Life Skills accounted for 22% of the entries, whereas, Care and Life Planning (5%), Culture and Heritage (4%), and Sports and Recreation (6%), respectively.

### Recommendations:

1. A revised Resource Directory should be undertaken to update the current document, as well as expand it's scope to include the other Region IX components< American Samoa, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Guam, Republic of the Marshall Islands, and Republic of Palau.
2. Additional categories will prove necessary given the cultural diversity of the region.
3. Develop a Girl Power! initiative for Region IX that will focus on sharing effective models that concentrate positive messages

on girls.

4. Given the findings in States by Categories (Figure 1) California programs could be utilized as a model that would effectively serve other jurisdictions, with sensitivity to cultural issues.
5. The Resource Directory should be widely distributed by the Office on Women's Health to organizations and programs that have a direct impact on girls and their activities, regional and state directors of girl-oriented programs.